

A photograph of a rock climber in a red helmet and gear, climbing a rock face. The image is overlaid with a dark green, semi-transparent circular graphic that frames the climber. The background is a textured, light green rock surface.

# MAPPING OF EXISTING INITIATIVES (TOOLS AND STANDARDS)

EXECUTIVE REPORT - English



**Green  
Sports  
Hub**  
Europe

Co-funded by the  
Erasmus+ Programme  
of the European Union







# ABOUT THE REPORT ON INITIATIVES



The report 'mapping of existing initiatives' aims at defining an initial vision of what green sport means. The following repository will therefore provide a useful library of existing tools, illustrated with initiatives provided by the consortium members' network and from existing tools and projects implemented to this day.

The report lays the foundation for the Green Sports Hub Europe's work while enabling all involved partners to rely on initial library of good practices that they can consult and implement at will.

The initiatives have been classified according to the International Olympic Committee's Sustainability Strategy and its five focus areas. Because of the transversal and multimodal nature of the initiatives, the IOC's ranking system seemed as the most adapted and readable to the target group of this report.



# GREEN SPORTS HUB EUROPE

The Green Sports Hub Europe (GSHE) project was launched in February 2021 with an ambition to make the sport sector more sustainable and greener. The three-year project, funded by the Erasmus+ Programme of the European Union, sets four key pillars and a clear strategy. The project aims to test the potential of the sports sector as a high-profile and news agenda-driving industry and to be a channel for the societal behavioural change needed to make the European Green Deal a reality. It will focus on good governance, so that leaders acquire the necessary knowledge and competences to place environmental sustainability at the heart of their strategy.

GSHE will aim to be a support system for organisations to share knowledge and best practices, so that they can learn from each other and develop. By making use of experts, listening to the needs of the sector and equipping sports organisations and their events with the necessary tools, project partners will look to translate existing standards on environmental sustainability into concrete action, while aiming for the GSHE approach and tools to become a central component of sports organisation good governance.

The project is coordinated by **Surfrider Foundation Europe** (France), with project partners including;

- > **Association of Cities and Regions for the Sustainable Management of Resources** (Belgium)
- > **Sports Confederation of Portugal** (Portugal)
- > **ukactive** (United Kingdom)
- > **Green Cycling Norway** (Norway)
- > **Olympic Committee of Slovenia** (Slovenia)
- > **European Volleyball Confederation** (Luxembourg)
- > **Rugby Europe** (France)
- > **European Athletics Association** (Switzerland)
- > **EUSA Institute** (Slovenia)





# WHAT IS A GOOD INITIATIVE?



What marks the difference between a 'good-on-paper' initiative and a great and efficient sustainable initiative?

This question set the tone of the earliest discussions of the Green Sports Hub Europe's Consortium by its complexity and the diversity of vision and definitions of the various criteria involved.

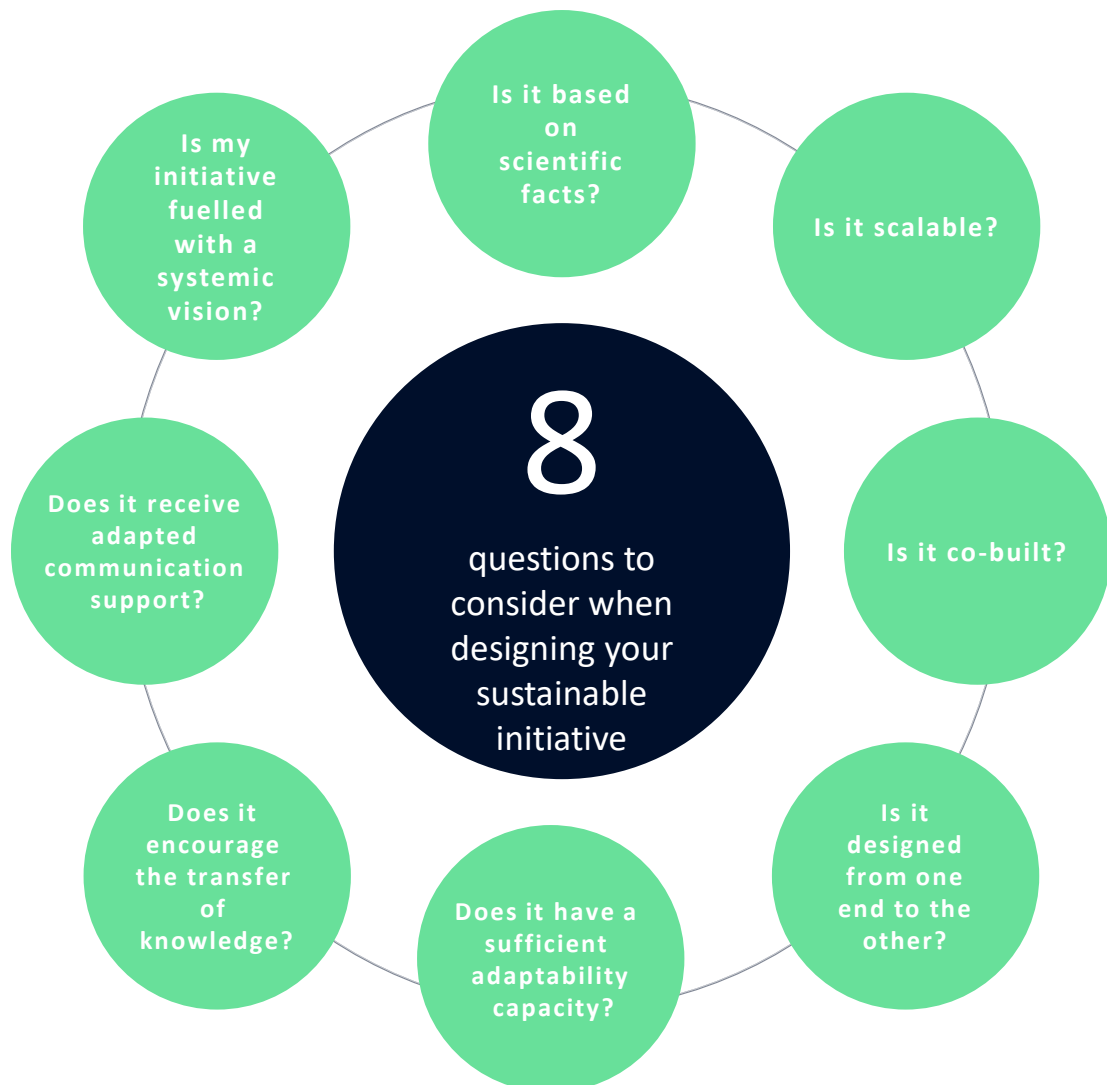
Based on the feedback and point of views of the various partner organisations, the consortium designed a multi-entry points answer to eventually address this complex question. From scalability potential to communication, the idea is here to focus –often limited- resources on what really matters the most.





Defining the criteria that makes any Green project, an efficient sustainable initiative is a complicate task. As one must take into account all the specificities of the different stakeholders involved in the initiative: private companies, NGOs, sport structure, athletes, public institutions, etc.; it also has to take into account all the regional data and requirements in order to propose the best adapted solution. For instance, providing electric buses during an event is a great idea. Nevertheless, if the country's electricity is generated by coal power plants, then the hidden carbon impact could also be important.

The Green Sports Hub Europe's Consortium led discussions amongst its members in order to define the key factors to take into account when it comes to elaborate a sustainable initiative:







**Is my initiative based on scientific and supported facts?**

The world of sports knows the importance of leading the way in the daily struggle against climate change and reducing its impacts on the environment –both in terms of carbon footprint, waste production and biodiversity loss-. As resources dedicated could be limited, it is therefore crucial to direct them entirely to the implementation of viable sustainable initiatives. To do so, it appears paramount to support the project design with scientific figures and, data and knowledge to make sure that one will not carry on non-sustainable practices during the process. For instance, replacing single-use plastics cups with biodegradable or bio-based materials may seem like a brilliant idea. The only issue is that those terms do not exonerate the product from the use of crude oil or plastic particles. Providing a water-tank rental scheme or eco-cups would be more efficient if led efficiently.



**Is my initiative scalable to various territorial approaches (local, national, international)?**

Designing a sustainable initiative takes a lot of time and energy. Instead of thinking about implementing it during a single moment or location, it is important to imagine the durability and scalability of the project from the earliest stages. If one creates an initiative that answers one of or more of its problems, it can be sure that it

will be interesting for more stakeholders at all levels (local, national, international). If a successful one is carried on at regional level, how does one make sure that it climbs up the ladder to the national and international entities for implementation?

**Is my initiative co-built with the right partners?**

As this sentence is true for pretty much everything in life, it is even more important when it comes to design and implement sustainable initiatives. Reckoning impact estimations, scouting partners, providing scientific methodology and knowledge, delivering operational support, fostering communication impact, etc. every partners must be chosen with great care and accordingly to its recognised and acknowledged strength(s).

**Is my initiative designed from one end to the other?**

Too often, event organisers tend to focus on the T-moment of the event and they do not necessarily take the opportunity to address the whole life of the product / project / event: Procurement and eco-conception are as important as the legacy. If one wants to organise a sustainable initiative, it would need to think every detail through. Using wood for design is a great idea, but where does this wood come from? Is it sourced fairly? Is there a more viable solution? What is going to happen with those elements? Is there a circular economy loop set in place or even better, is it going to be reused next year or by someone else?

**Does my initiative have a sufficient adaptability capacity?**

Problematics during sport events are often the same, just like the human being have similar physiological specificities. Nevertheless, the specificities of every event or structure are singular, just like every human being is unique in its own complexity. It



is therefore crucial to address the issues accordingly by taking into account all the details that make your structure or your event unique to make sure that your sustainable initiative can adapt to its needs. Organising an ultra-trail in the desert and a European football-championship are two different things even if the similarities in terms of preparation are obvious. However, one would not implement the same sustainable initiative to those two events in the same way, you need to make sure that the core of the initiative leaves enough slack to adapt to the local conditions or specificities of the event.

It is also crucial to work on the accessibility of the initiative and the engagement of disadvantaged communities or disabled persons. Sustainable practice needs the engagement of all and it is the duty of the organisers to make sure that its initiative fulfil that particular mission.

**Does my initiative receive adapted and sufficient communication support?**

Communication dimension is nowadays crucial to every project or initiative. Sport has also the genuine capacity to convey educational messages to the largest part of the population. It is therefore important to make sure that every initiative has the necessary communication support it deserves in order to reach out to a full range of stakeholders (audience, sponsors, general public, partners, etc.). If one's initiative is well designed and encourage more sustainable practice, it is crucial to spread the word as other actors may need to take example on what has been made elsewhere. Inspiring others is the key to a wider engagement towards sustainable practices.

**Does my initiative encourage the transfer of knowledge?**

When it comes to design the user interface, website or information centre, it is necessary to make it as

inclusive as possible for the other actors of the sector or a wider international audience. One nation may have a brilliant idea regarding the engagement of the athletes but if the information are available in the national language only, then the initiative may remain stuck between the country's borders. On another point, it is important to step in workshops or networks of actor where it is possible to disseminate the initiative to the other stakeholders and explaining what made it successful.

**Is my initiative fuelled with a systemic vision?**

Thanks to a quick survey ran with all the partners of the GSHE Consortium, it appeared that the notion of Sustainability was imagined as a composition of concepts as wide as Social Responsibility, Environmental Respect and Organisational Sustainability. This notion is widely accepted amongst the actors of the sport sector (e.g. [“Winning Sports Events! - Guiding Principles for Sustainable Events”](#) by the Baltic RECoord Project) and proves all the complexity to address the general concept of Sustainability. If one would like to design a sustainable initiative, it would need to fuel its vision with a systemic point of view: cultural, environmental, social, humanitarian, societal, behavioural, economical; all those approaches are linked one to the other, and it is not possible to take one apart of the others. If one wants to answer a systemic issue – such as the environmental crisis – the answer will be a systemic one.



# EXISTING STANDARDS & LIBRARIES



The past years have seen the emergence of numerous initiatives and tools documenting the concept of Sport and Sustainability. If it is almost impossible to compile all of those materials under a single report, it was nevertheless crucial to understand the situation as a whole, identify the key stakeholders, promote existing resources and share this knowledge with the Consortium's partners and their affiliates.

The first part of this report therefore aims at building a state of the art of the most important standards, strategies and libraries that are already being implemented and which set the bases for the future work on the topic of Sport and Sustainability.



## **The Sustainable Development Goals (SDGs): A global and cross-sectoral approach**

More information: [https://www.sdgfund.org/sites/default/files/report-sdg\\_fund\\_sports\\_and\\_sdggs\\_web.pdf](https://www.sdgfund.org/sites/default/files/report-sdg_fund_sports_and_sdggs_web.pdf)

## **United Nations - Sports for Climate Action Framework (UNFCCC): the International guidelines**

More information: [https://unfccc.int/sites/default/files/resource/Sports\\_for\\_Climate\\_Action\\_Declaration\\_and\\_Framework\\_0.pdf](https://unfccc.int/sites/default/files/resource/Sports_for_Climate_Action_Declaration_and_Framework_0.pdf)

## **The International Olympic Committee Sustainable Strategy (IOC): 5 areas of action to drive the sustainable movement**

More information: <http://extrassets.olympic.org/sustainability-strategy/1-1>

## **International Organization for Standardization (ISO 20121): guidelines for sustainable events**

More information: <https://www.iso.org/files/live/sites/isoorg/files/store/en/PUB100302.pdf>

## **International Olympic Committee (IOC): qualitative approach and case studies**

More information: <https://olympics.com/ioc/sustainability/ioc-as-leader-of-the-olympic-movement/case-studies>

## **International Union for Conservation of Nature (IUCN): the Bible for sport impact on Climate Change and biodiversity impacts**

More information:

[2020: Mitigating biodiversity impacts of sports events](#)

[2020: Sports and urban biodiversity](#)

[2019: Mitigating biodiversity impacts of new sports venues](#)

[2018: Sport and biodiversity](#)

## **Sustainability.sport: the most furnished quantitative library in the field**

More information:

<https://sustainability.sport/>

## **'Aspects of Sustainability' by the Swedish Sports Confederation (RF): A set of inspirations, all in one place**

More information:

<https://hallbaraidrottsevenemang.se/wp-content/uploads/2020/06/Aspects-of-Sustainability.pdf>

## **Sport & Sustainability International (SandSI): home of high-end analysis and scientific reports**

More information:

<https://www.ssl.sport/what-we-do>

<https://www.sportsustainability.org/>





# INSPIRING INITIATIVES



Gathering different sports structures and organisations under the Green Sports Hub Europe consortium's banner answered both a purpose of representativeness and knowledge-sharing.

To the former, the idea was to break the pre-existing barriers between outdoor, indoor, alpine and stadium sports by bringing on boards leading organisations from each sector.

To the latter, the recent democratization of the "sport and sustainability" concept showed that there was an existing "communication gap" where existing initiatives struggled to gain knowledge outside of national borders.

Therefore, this report aims at facilitating the transfer of available competences amongst the members of the consortium and external partners as well.





# INFRASTRUCTURE & NATURAL SITES

This section is dedicated to initiatives that led to the development and operation of indoor and outdoor sites wherever sports activities take place, including support and administrative infrastructure such as non-competition venues.

## ENVIRONMENTAL IMPACT MEASURES GUIDE – SPAIN

Contact & more information : \_\_\_\_\_  
Alberto MUÑOZ (General Coordinator) : [amunoz@rfea.es](mailto:amunoz@rfea.es)



[https://www.rfea.es/trailrunning/publicaciones/Manual\\_MedioAmbiente\\_TrailRunning.pdf](https://www.rfea.es/trailrunning/publicaciones/Manual_MedioAmbiente_TrailRunning.pdf)

## REUSABLE CUPS AT AVIVA STADIUM – IRELAND

Contact & more information : \_\_\_\_\_  
[https://lifetackle.eu/assets/files/B\\_1\\_3\\_Pilot\\_tests\\_reports\\_v3\\_0.pdf](https://lifetackle.eu/assets/files/B_1_3_Pilot_tests_reports_v3_0.pdf)



## PLANICA NORDIC CENTRE – SLOVENIA

Contact & more information : \_\_\_\_\_  
PLANICA Nordic Center, [info@nc-planica.si](mailto:info@nc-planica.si)  
<https://www.nc-planica.si/en/>



## SEPARATE WASTE COLLECTION IN STADIUMS – BELGIUM

Contact & more information : \_\_\_\_\_  
Hedeli SASSI, [hedeli.sassi@rbfa.be](mailto:hedeli.sassi@rbfa.be)  
[https://lifetackle.eu/assets/files/B\\_1\\_3\\_Pilot\\_tests\\_reports\\_v3\\_0.pdf](https://lifetackle.eu/assets/files/B_1_3_Pilot_tests_reports_v3_0.pdf)



## ENVIRONMENT PROTECTION CODE – SLOVENIA

Contact & more information: \_\_\_\_\_  
Aleš ŠOLAR, [hedeli.sassi@rbfa.be](mailto:hedeli.sassi@rbfa.be)  
<https://www.olympic.si/oks-zsz/skrb-za-okolje>



## 15 ENGAGEMENTS CHARTER FOR EVENT ORGANISERS – FRANCE

Contact & more information: \_\_\_\_\_  
Amandine SINGLA, [amandine.singla@sports.gouv.fr](mailto:amandine.singla@sports.gouv.fr)  
<https://www.sports.gouv.fr/IMG/pdf/charte15eeorga.pdf>







# SOURCING & RESOURCES MANAGEMENT

This section is dedicated to initiatives that emphasizes the sourcing of products and services by organisations and management of material resources over their lifecycle.

## SPORT ZERO PLASTIQUE – FRANCE

**Objective:** Sport Zéro Plastique is a project aiming to eliminate single-use plastic in amateur sport in Paris. The objective: to demonstrate that the best practices emerging in the field can put plastic on the side-lines. The method: use team spirit and competition to encourage clubs to accelerate their actions in favour of ecological transition.

Contact & more information:

Emmanuelle BOISSIER (Project Coordinator), [emmanuelle.boissier@apc-paris.com](mailto:emmanuelle.boissier@apc-paris.com)  
<https://www.sportzeroplastique.fr/>



## SPORT EVENT ZERO WASTE – FRANCE

**Objective:** This booklet proposes actions aimed at minimizing the production of waste related in the sports events sector. It is based in particular on the approach of “4R”: Reduce, Reuse, Repair, and only if none of the previous options is not possible, Recycle. The list of proposed actions is of course not exhaustive. These are tracks keys, intended to launch a dynamic. These tips are not all transposable to all events, but at conversely, you can imagine many complementary solutions to reduce waste during your sport event.

Contact & more information:

Julie SAUVÊTRE (Sport and Sustainability Mission Officer), [julie@zerowastefrance.org](mailto:julie@zerowastefrance.org)  
<https://www.zerowastefrance.org/wp-content/uploads/2019/05/zw-sport-hdef-1.pdf>



## BEACH VOLLEY-BALL BADEN – AUSTRIA

**Objective:** The objective behind the organisation of the Beach Volley-Ball Baden is quite simple: the organisers are set to use all materials and resources from an economical, ecological and social standpoint.

Contact & more information:

Dominik GSCHIEGL (Organiser and Promoter of Baden Beach Volley-Ball)  
<https://www.beachvolleyball-baden.at/>  
Nicolas HOLD (Managing Director of HSG-Events)  
<https://www.hsg-events.at/project/beachvolleyball-baden/>







## MOBILITY

This section is dedicated to initiatives where mobility of people and goods associated with sport activities are supervised, both at the local and global scale.

### GREEN RUGBY TRY – HUNGAR

Contact & more information:  
[Magyar Rögbi Szövetség](http://Magyar Rögbi Szövetség)



## WORKFORCE

This section is dedicated to initiatives that emphasizes the working conditions and opportunities offered to employees, volunteers and contractors.

### AMBASSADORS SPORT – FRANCE / SPAIN / SERBIA

Contact & more information: —

France: Fédération Française d'Athlétisme  
<https://www.athle.fr/asp.net/main.news/news.aspx?newsid=17654>  
Jean-Baptiste LEPOITTEVIN  
[jean-baptiste.lepoittevin@athle.fr](mailto:jean-baptiste.lepoittevin@athle.fr)  
Spain: Green Sport Flag  
[comunicacion@greensportflag.com](mailto:comunicacion@greensportflag.com)







# CLIMATE

This section details the initiatives led by the Hub's members and associated partners that are linked with the direct or indirect reduction of Green House gas emissions.

## **GREEN GAMES *be fair by nature* – MONTENEGRO**

Contact & more information:

MONTENEGRIN OLYMPIC COMMITTEE, [cok@t-com.me](mailto:cok@t-com.me)

<http://montenegro2019.me/images/dokumentacija/brosura-eng-zelene-igre.pdf>



Games of the Small States of Europe  
Montenegro 2019

## **MISSION: TRIGLAV GLACIER TO BEIJING – SLOVENIA**

Contact & more information:

Peter DOKL, [peter.dokl@olympic.si](mailto:peter.dokl@olympic.si)

[www ledenik.olympic.si](http://www ledenik.olympic.si)

<https://glacier.olympic.si/>



SLOVENIJA



OLIMPIJSKI KOMITEJ  
SLOVENIJE  
ZDRUZENJE  
ŠPORTNIH ZVEZ

## **EUROPEAN UNIVERSITIES GAMES COIMBRA 2018 – PORTUGAL**

Contact and more information:

Andrej PISL (EUSA), [pisl@eusa.eu](mailto:pisl@eusa.eu)

Filipa GODINHO (University of Coimbra), [filipa.godinho@uc.pt](mailto:filipa.godinho@uc.pt)

<https://www.eug2018.com/>



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COIMBRA



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EUROPEAN UNIVERSITIES GAMES

## **GREEN INSPIRATION – EUROPE**

Contact & more information:

Yannick MORARD

[Yannick.morard@european-athletics.org](mailto:Yannick.morard@european-athletics.org)



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ATHLETICS  
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## **CLEAN WIN: SUSTAINABLE SPORTS EVENTS (“Čista zmaga – trajnostni športni dogodki”) – SLOVENIA**

Contact & more information:

Gaja BRECELJ, [nfo@umanotera.org](mailto:nfo@umanotera.org)

<https://www.umanotera.org/english/>



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